

Distributed Ad Flight Management

ABSTRACT OF THE DISCLOSURE

10 An advertisement server makes an initial selection and provision of a number
of advertisements for a number of client devices for presentation in accordance with
corresponding desired flight profiles to be achieved for the advertisements. The
provisions include one or more presentation parameters to govern the rates in which
the provided advertisements are to be presented. The client devices selectively
15 present the advertisements in accordance with the governing presentation
parameters. Further, the client devices report their presentations. The
advertisement server in turn repeats the selection and provision of advertisements
further taking into consideration the reports.

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